Policy title	Category
Social Media	Campus Communication Marketing / Public Relations
Owner	**Approved by**
Public Relations	Ad Council

Purpose of this policy

This social media policy and supporting procedures and guidelines are designed to encourage the University's students, employees and alumni to share their voice effectively and positively in social media.

Policy statement

Many employees, departments and organizations have their own NWU-branded social accounts. While you can set up a social account for free, you need a strong strategy and dedicated resources to maintain and sustain it. Affiliated sub-accounts of Nebraska Wesleyan should be used to support the University brand and core values, and appropriately represent our institution.

We recommend that you consider the resources available before establishing a separate social media presence and whether you can sustain consistent engagement. Contact the Director of Public Relations if you have questions or if you want to contribute to Nebraska Wesleyan University's main social media presence.

NWU social media policy

Nebraska Wesleyan University reserves the right to remove, change and/or act against any NWU-affiliated social media accounts or content deemed out of compliance with the university's social media procedures.

Social media procedures

To stay compliant with Nebraska Wesleyan University social media policies and procedures, departments, organizations, and personnel must:

- Contact the Director of Public Relations for approval before starting an NWU-related social networking presence. It is important that all Nebraska Wesleyan University accounts are represented appropriately and that our communities can stay connected online.

If you begin a new social media account:

- Include "Nebraska Wesleyan" in the name and "NWU" in the handle. Example: **Nebraska Wesleyan Athletics - @NWUathletics** . This helps users find your accounts and clearly identifies your group as part of the NWU community.
- Follow University brand, trademark and copyright rules and regulations found in the **Identity Standards Manual**. Refer to the **Toolbox Resources** for logos, photos and other digital media, which are all found on the faculty/staff webpage on the Marketing and Public Relations link.
- Maintain a professional presence when posting content. Do not write anything about a member of the NWU community or other schools that could be construed as slanderous or offensive. You are ultimately responsible for what you write. Remember that what you post is shared publicly and can be archived for years. You are a representative of NWU and anything you say will be assumed as a statement from the brand.

- Do not use Nebraska Wesleyan's name and/or image to promote or endorse personal opinions, causes or social issues, or products. If a social media post is determined to be inappropriate, inaccurately represent the university, or cause harm, the university reserves the right to seek changes or remove the post.
- Maintain confidentiality. Do not post confidential information. Check **FERPA regulations** or contact the Marketing and Communications Office if you have any questions.
- Know the rules of the platforms. Each social media channel has terms of service and conditions of use. Be sure to read through these documents, as you are responsible for following the rules for each platform.

If an NWU-affiliated social media account is consistently not maintained, or breaks university social media procedures, the Director of Public Relations reserves the right to have the account removed. Social media accounts not actively maintained for two years are automatically subject to removal.

Official statements

Secondary and personal social media accounts are not authorized to speak on behalf of the university. Only the main NWU social media accounts are authorized to give official statements on campus issues and situations. Keep in mind that members of the public may assume anything you post is an official statement from or view of the university; thus, it is a great responsibility to operate a social media account.

Social media best practices

- **Evaluate effectiveness.** To grow your following and create more engaging content, you need to know what works and what doesn't.
- **Frequency is key.** The amount you should post can vary by platform, but the key is to be consistent. Social posts are here and gone within seconds. Posting once a week is not enough. Being present and responsive establishes credibility and builds your following.
- **Not all comments require a response.** Use your best judgment on whether someone is asking a legitimate question or aims to be divisive. As a general guideline, it is not a good idea to engage in negative conversations. If you have questions as to whether something should be removed or responded to, please contact the Director of Public Relations.
- **Check your facts before you post.** Double check all facts before you post and link to your sources whenever possible. If you do make an error, correct it immediately and visibly. And always credit your sources.
- **Monitor your accounts.** Social media accounts require daily monitoring. Encourage discussion by posting quality and intentional content and questions. Quickly address any inappropriate messages or misuse. Respond to comments and questions within 24-hours.
- **Use proper grammar and spelling.** While certain social media accounts, like Twitter, limit the number of characters you can post, you should always use good syntax and proper punctuation. After all, your post represents an educational institution, and the public will let you know about any and all mistakes!
- **Plan, plan, plan.** Create a content calendar and plan posts in advance to ensure timely, high quality content.

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